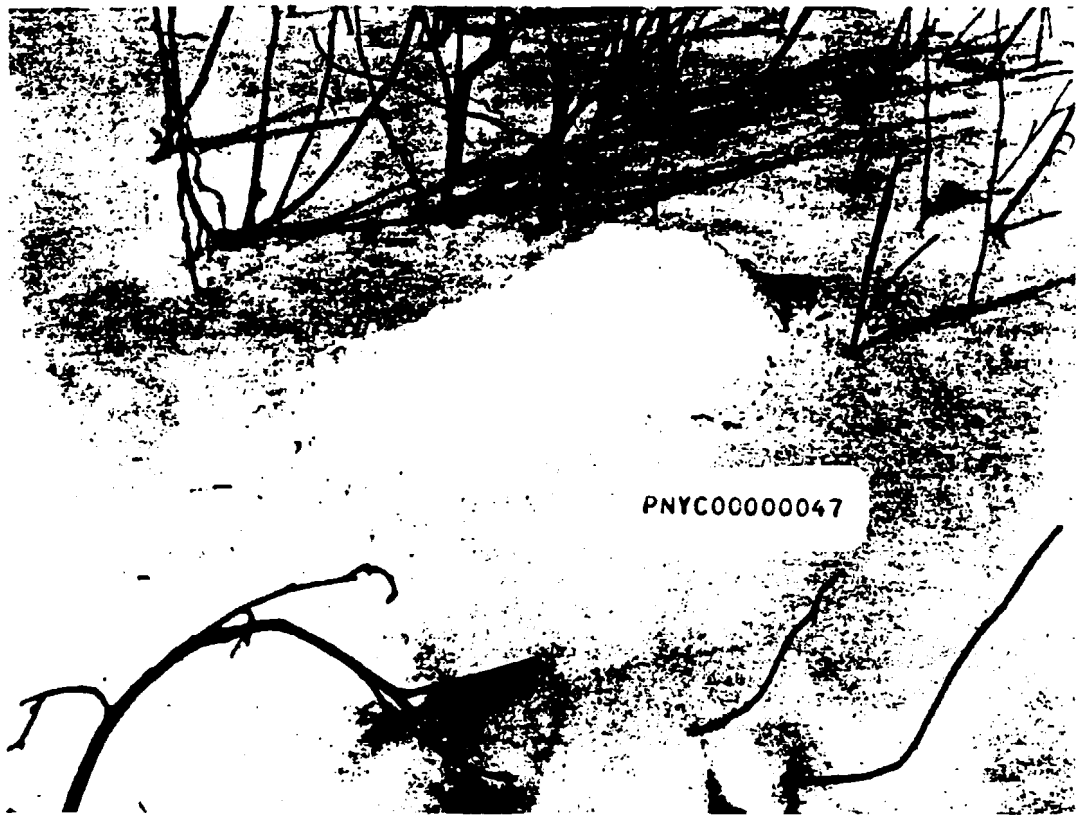

Unretouched photograph showing relative whiteness of Anaconda White Lead and new-fallen snow.

WHITER *than* SNOW

THE superior whiteness of Anaconda Electrolytic White Lead can be even more convincingly demonstrated by practical plant tests. Anaconda White Leads are not only whiter—they are exceptionally smooth textured and opaque—and still offer the ultimate in durability.

If you are not now using Anaconda White Lead we recommend your examination of our three distinct grades. They differ in fineness and oil absorption, yet all impart utmost durability to the finished product.

We will gladly furnish samples and technical data on request. ¶ Carload shipments direct from plants. L. C. L. shipments from warehouses in principal cities.

ANACONDA

ANACONDA LEAD PRODUCTS COMPANY

Plant and General Offices: East Chicago, Ind.
District Sales Offices: Akron, Boston, Philadelphia, Louisville, New York City

NRA CODE

ANACONDA WHITE LEAD

35287. THIS ADVERTISEMENT APPEARS IN PAINT AND VARNISH PRODUCTION MANAGER, ISSUE OF FEBRUARY, CIRCULATION 1,162; DRUGS, OILS AND PAINTS, ISSUE OF MARCH, CIRCULATION 12,200; AND PAINT, OIL AND CHEMICAL REVIEW, ISSUE OF MARCH 7, CIRCULATION 2,030. ALSO APPEARS IN RESCALED SIZE IN AMERICAN PAINT JOURNAL, ISSUE OF JANUARY 7, CIRCULATION 2,494. 1935. 1085.